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The technology of Augmented Reality (AR) is here to stay and mesmerize the users that will give them the third eye to look at the world more effectively. The real time videos or any other displays can be garnished with graphics or text to give that extra bit of information to the viewer. This overlapping can now be done instantly with the Smartphone. With such improvements in the way of just viewing things around, the analyst bee buzzes that the global revenues for mobile AR will approach $1.5bn by 2015. The world leaders in next generation technologies like Google, Qualcomm have taken initiatives to release an AR-software development kit for Google's Android mobile OS.

The scenario of AR in terms of mobile technology is that the handheld CPU along with the available graphics, camera, and buttons gives a scintillating off-the-shelf platform for AR. Enough research has been made to eliminate infrastructure dependency on the PC-based servers. For those who are still unclear of what AR is, there are a numerous videos available on net to catch the augmented reality apps in action. The well established companies are looking towards the AR for having head turning advertisement for publicity. The striking example being the Coca-Cola Company which plays a video of their product on clicking a photograph of the cola bottle or a running video. This will be an excellent strategy for the advertising companies and this is the future trend according to analytics.

Very soon with the AR apps on the cell phones, the billboards and movie posters come alive to guide you on a way to a street or get more information on a product. This amalgamation of real time objected getting overlapped with the Augmented Reality technology will be a dream come true for science fiction authors and enthusiasts. The mobile gaming worlds will come livelier with great user interface that will excite the gamers worldwide. The innovation in the field of Augmented Reality will be explored beyond the unthinkable and the retinal view gets better with this technology.

AR is now getting importance in the field of wearable computing too. Googleâ€™s project glass is an excellent example to know how exactly this technology works. On a clearer picture, the Hollywood movie â€œLooney Toons: Back in Actionâ€• is how the augmented reality will be viewed as. In reality you see this mix for real and not screen!

Camouflaging both the animated characters with real time things or people is what Augmented Reality is all about. Thus, with this technology the advertising industry will be alluring more people and brands as advertising will become as creative as it can get. The stores will have suspending arrows in the air on the public roads that will point to routes that will guide the people to walk into their store. The Gaming industry will also be excited with this technology as it might just change the game world with perfect sequences of the characters when playing. Though this technology is still in the nascent stage in gaming a couple of AR apps have already been developed and popular among the casual gamers already. Games already being addictive the Augmented Reality will be the perfect adhesive that will have the gamers stuck to their mobile phones.

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